



Contact: Allison Sojka
allison@gameready.com
Direct: 510.868.2274

GAME READY EQUINE **Corporate Fact Sheet**

Company Overview

Game Ready, Inc. is a medical device manufacturer based in Alameda, California. The company was founded in 1998 by a NASA collaborator whose research pioneered the control of temperature and pressure in space suits. Working with athletes, doctors and veterinarians, Game Ready combined scientific research with sports medicine to create products that help accelerate recovery from injuries and surgery. The company's core products, Game Ready and Game Ready Equine, use patented ergonomic wraps and an adjustable control unit to simultaneously deliver active compression and cold therapy.

Product Benefits

Just like a professional basketball player, gymnast or tennis star, equine athletes suffer from strained tendons, muscle tears, soft tissue swelling and additional injuries that plague their performance and ability to compete. The Game Ready Equine System is an advanced application of the RICE regimen (Rest, Ice, Compression, and Elevation), the same physical therapy and athletic training principles used by human athletes. RICE reduces pain, muscle spasms, tissue damage, and swelling, ultimately allowing for quicker and better healing and injury recovery. Traditionally, ice (cold) and compression are the most difficult parts of this regimen to effectively administer to a horse, creating a treatment gap that Game Ready Equine has filled with its patented technology. The Game Ready Equine System's simultaneous application of cold and active compression provides an effective and efficient way to apply the RICE regimen, which helps horses heal better and faster.

Product Applications

The Game Ready Equine System accelerates a horse's natural healing process by optimally administering both dry cold therapy and active compression therapy to treat musculoskeletal injuries as well as acute tendon injuries, suspensory desmitis, laminitis, carpalis, contusions, swelling and inflammation and more. Game Ready Equine can also be used to help prevent injuries before and after heavy workouts. The dry application of cold minimizes the risk of cracked heels, a common shortcoming of using ice directly on the affected area.

Products

The Game Ready Equine System includes flexible wraps and a microprocessor-regulated Control Unit, which is approximately the same size and weight as a home stereo component.

Game Ready Equine consists of:

- **Full Leg Wrap** – Application is similar to a shipping boot. Available in left or right, and covers the foreleg from the top of the knee to the bottom of the hoof.

- **Utility Wrap** – Universally fits either left or right legs. Each 14" x 11" wrap can also be joined to cover and treat a larger area on the horse.
- **Hock Wrap** – Available in left or right, and covers the inner and outer hock area.
- **Back Wrap** – Designed to provide therapy to the area typically covered by a square saddle pad: withers to lower back. Includes adjustments around the horse's barrel and chest, and laced adjustments long the spine for a custom fit.
- **Control Unit** –The Game Ready Equine Control Unit is a state-of-the-art system that allows the user to set treatment time and adjust the level of compression. Features of the easy-to-use control unit include: a digital treatment timer for convenience; automatic shut off; and adjustable compression settings of no pressure, low pressure (5 to 15 mmHg in five minute cycles), medium pressure (5 to 50 mmHg in four minute cycles), and high pressure (5 to 75 mmHg in four minute cycles).

The lightweight and portable Control Unit operates on AC power or with the external battery pack (rechargeable battery pack provides up to three hours of continuous treatment).

Accessories include:

- **14' Single Hose** - Long enough to keep the Control Unit out of harm's way and run a single wrap.
- **14' Dual Hose** - Allows the use of two of wraps at the same time. Includes a cinch to adjust for treatment on shorter horses.
- **Battery Pack** - Rechargeable battery pack will run the Game Ready Equine System for three hours of treatment time, and recharges in four hours.
- **Carry Bag** - Specially designed nylon bag to accommodate the Control Unit, both hoses, two Full Leg Wraps, two Utility Wraps, the AC adapter and the battery pack.

How Game Ready Equine Works

The Control Unit has a reservoir, which is filled with ice and water. The appropriate wrap is simply secured firmly around the injured area. Next, treatment is customized by selecting one of four compression levels and setting the internal timer. The form-fitting wrap provides deep-tissue cold therapy to rapidly remove heat from the injury site, alleviate pain, diminish inflammation and prevent further swelling. Simultaneously, Game Ready Equine's active compression applies pressure for approximately three minutes and then releases for one minute. This cyclical compression aids lymphatic drainage by facilitating the evacuation of excess fluid from the area.

Product Distribution

Game Ready Equine products can be purchased from Game Ready by calling 1.888.GameReady (1.888.426.3732). Visit www.gamereadyequine.com to learn more.

Corporate Headquarters

Game Ready Equine
1201 Marina Village Parkway, Suite 200
Alameda, CA 94501
Toll-Free 1.888.GameReady

(1.888.426.3732)

Phone: 510.559.3940

Fax: 510.559.9402

E-mail: info@gameready.com

Web: www.gamereadyequine.com